

SPO3111 : Professional Development Seminar I: Sports Marketing and Media

In Professional Development Seminar I: Sports Marketing and Media, students will build upon the skills and knowledge learned in the foundational business and marketing courses to gain an understanding of career opportunities, topics of study, and current trends in the sports marketing and media industries. In addition to exploring the industry, students will learn strategies for connecting with professionals currently in the industry. Guest speakers will provide students with insight into real-world professional experiences.

Credits 1

Course Length 4 weeks